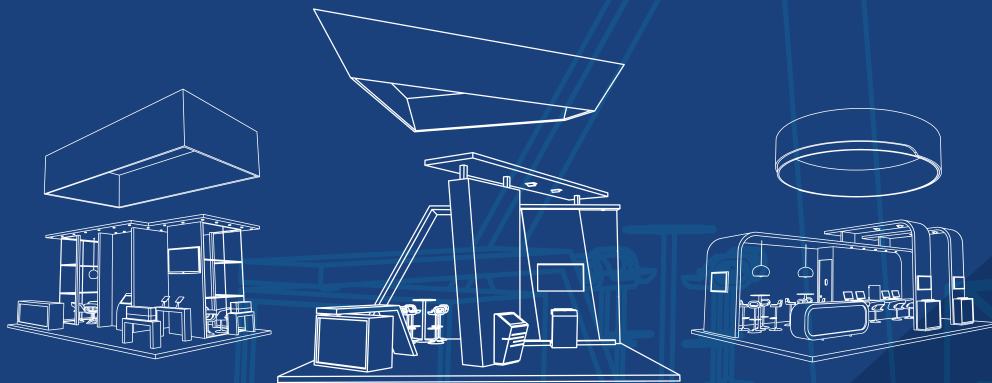


**ENGAGING**  
YOUR AUDIENCE...



**EXHIBITING WITH NIMLOK**

## WELCOME

### Welcome to the world of engaging exhibition stands.

Our award-winning team of experts work with you to engage more visitors through enhanced exhibiting tactics, ergonomics, content, incentives, distinctive design and specialist interactive engagement tools. Whether your objectives are to gain new sales leads, increase brand exposure, host clients, conduct demonstrations, showcase your products, or grow media coverage, you'll work with a team that will help you get there.

Our experience will help enhance and challenge your brief, to ensure the best outcome.

Creating stands that deliver tangible results back to your business is our mission.

**YOUR EVENT + OUR TEAM  
= INCREASED ROI**



## WHAT WE OFFER

**The most comprehensive team and production capability in the industry - all under one roof.**

From our state-of-the-art facility in Northamptonshire, our 100+ strong team of consultants, designers, digital experts, project managers, printers, welders, sewers, engineers, joiners and AV technicians, provide a complete service from design to installation.

Using a unique subtle blend of bespoke and modular architecture, available to hire or purchase ensures we can maximise your return on investment whatever and wherever your exhibiting schedule.

**OUR TEAM + OUR RESOURCES  
= YOUR VALUE AND CONVENIENCE**

## IN-HOUSE SERVICES





## PEACE OF MIND

Extensive resources, award-winning creativity and our unique pre-build service are why so many leading brands trust in us to deliver.

accenture



Bostik

SIEMENS

BAE SYSTEMS

SONY



BNY MELLON

**EXPERTISE + UNIQUE PRE-BUILD SERVICE**  
= PEACE OF MIND



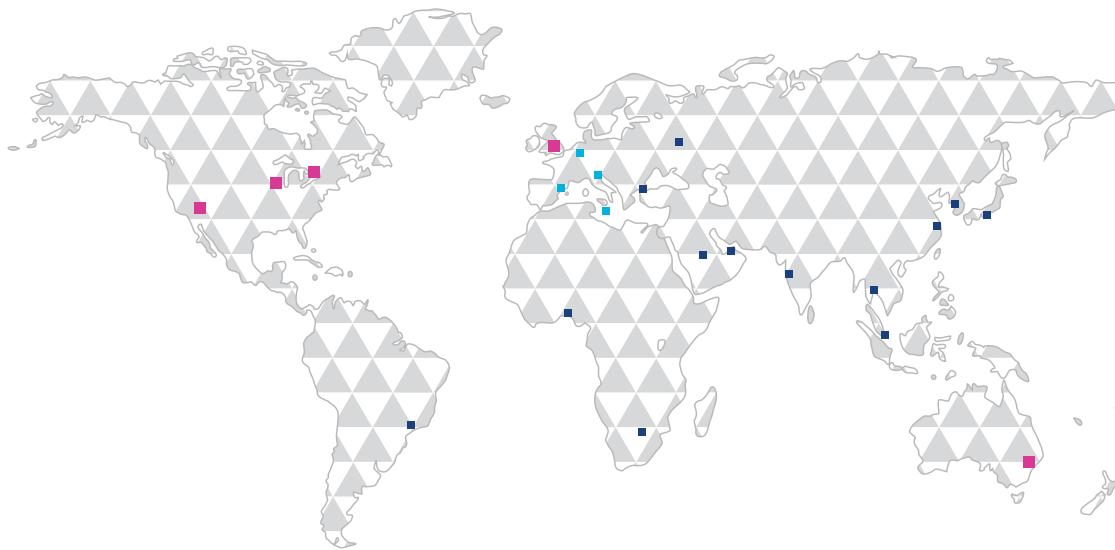
### PRE-BUILD

An exhibition stand is a big investment, financially and emotionally. Our unique pre-build service provides you with a valuable “dry-run” prior to your event. You can view your stand, run through the detail with your project manager and test your audio visual content.



## GLOBAL CAPABILITIES

## NIMLOK FACILITIES + REGIONAL PARTNERS = GLOBAL REACH



Wherever you're looking to exhibit in the world, the reach of our facilities, European build partners and established regional partners offer a cost-effective, hassle-free and truly international service.

- Nimlok Locations
- EU Installation Teams
- Regional Partner Locations



OUR HEADQUARTERS IN WELLINGBOROUGH



USA



CANADA



TENDEKA, ATCE, CHICAGO, USA, SEPTEMBER 2013



AUTOGLYM, AUTOMECHANIKA, SHANGHAI, CHINA, JANUARY 2015

■ **NIMLOK LOCATIONS** Wellingborough, UK - Sydney, Australia - Las Vegas, US - Chicago, US - Toronto, Canada

■ **EU INSTALLATION PARTNERS** Cologne - Venice - Malta - Barcelona

■ **REGIONAL PARTNER LOCATIONS** Istanbul - Moscow - Riyadh - Dubai - Mumbai - Shanghai - Seoul - Singapore - Johannesburg - Sao Paulo - Tokyo - Lagos - Bangkok



## ENGAGING CONTENT

**At Nimlok, a well executed and distinctly designed stand is just the starting point.**

We go further by helping you to engage more of your target audience. Our digital and graphic designers work with our consultants and stand designers to cover every aspect of communication with your audience, using their experience to arm your team with all the tools they'll need to maximise ROI.

- Digital data capture
- Bespoke games
- Interactive digital landscapes
- Graphic design
- Pre & post show campaigns
- Surveys & quizzes
- Promotional print and gifts
- Animations
- RFID/NFC content ideas and visitor tracking

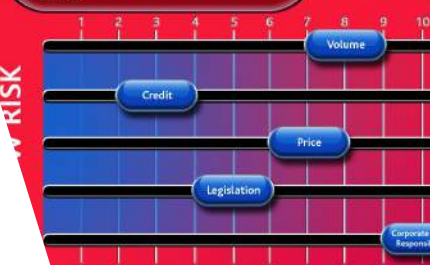


**Alstom Power** explained their complex services concisely using a short animation. A touch screen was provided so visitors could also view their online brochure and videos.

**Aberdeen Asset Management** show-cased a Monster Truck driving game which engaged visitors by asking the audience to drive a truck around a virtual landscape of a Fund Manager's desk in 60 seconds.



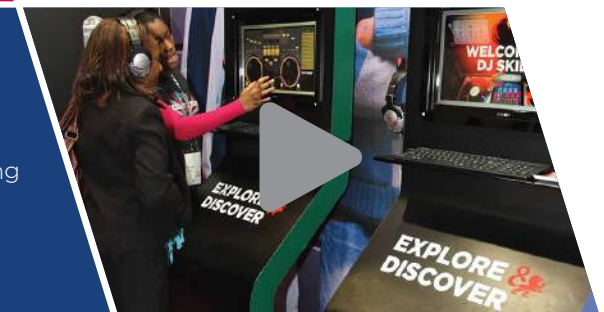
energy risk your business is currently facing, please move the sliding buttons to the most relevant point on the scale



**NPOWER** used a digital survey asking businesses a host of questions about how they choose their energy supplier. A report of their survey results was then sent to the individual via email as a pdf.



**City and Guilds** used an app allowing students to share their tracks on social media, achieving 2,918 facebook uploads in four days.



## HIRE CASE STUDIES

**Our team creates distinctive and individual designs whilst delivering value through the subtle blend of bespoke elements and hired modular architecture.**

Bespoke hire offers value and convenience to customers wanting a bespoke look and feel but who don't have the budget or show schedule to justify a traditional custom build.

Hire is also a great choice if you're new to exhibitions and want to assess your ROI before committing to future events.

HORIBA UK Ltd's medical division's objective was to have a product free stand with a strong focus on software applications. The brief required a fun creative solution to enable delegates to digitally interact with their product portfolio. A virtual town; 'Horibaville', enabled visitors to explore their complete product portfolio by touching building 'hotspots', which then sign-posted them to additional content.



**80% HIRE**

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**20% BESPOKE**

The percentages represent how much of the stand is hire versus how much is bespoke.



# HORIBA



UK STAND



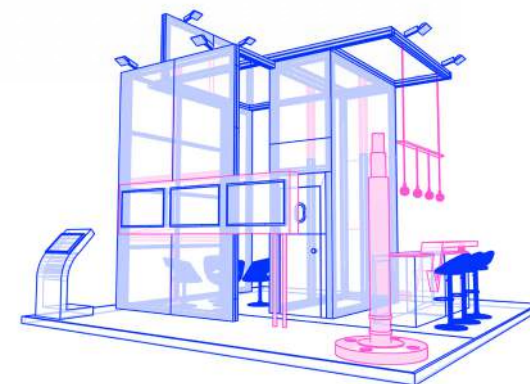
US STAND

**REACTIVE**  
DOWNHOLE TOOLS



**80%** HIRE

**20%** BESPOKE



Reactive's exhibition programme includes the UK and US. Uniquely with Nimlok they benefited from bespoke hire solutions out of both our UK and US facilities delivering a consistent look and optimal value.



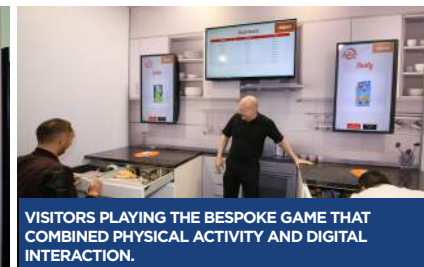
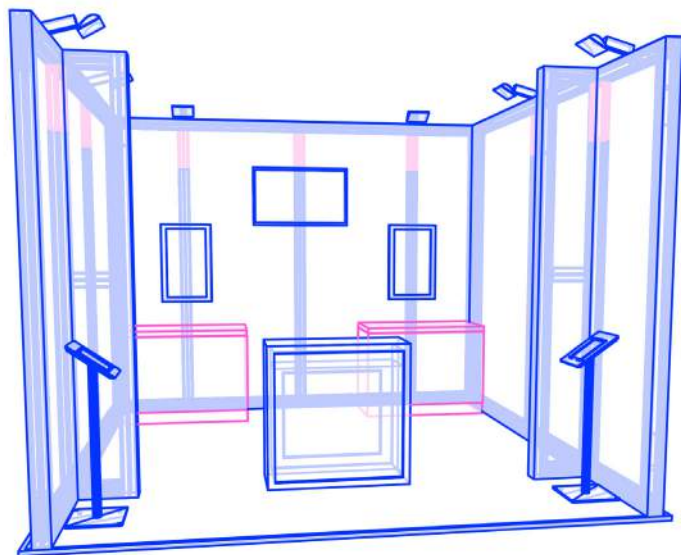


**International kitchen and furniture fittings specialist Blum had only a small space to make a big impact.**

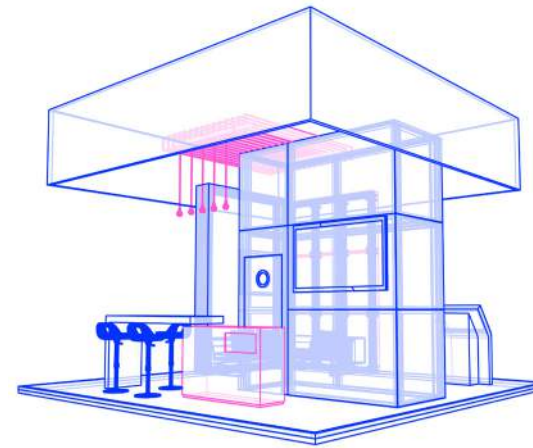
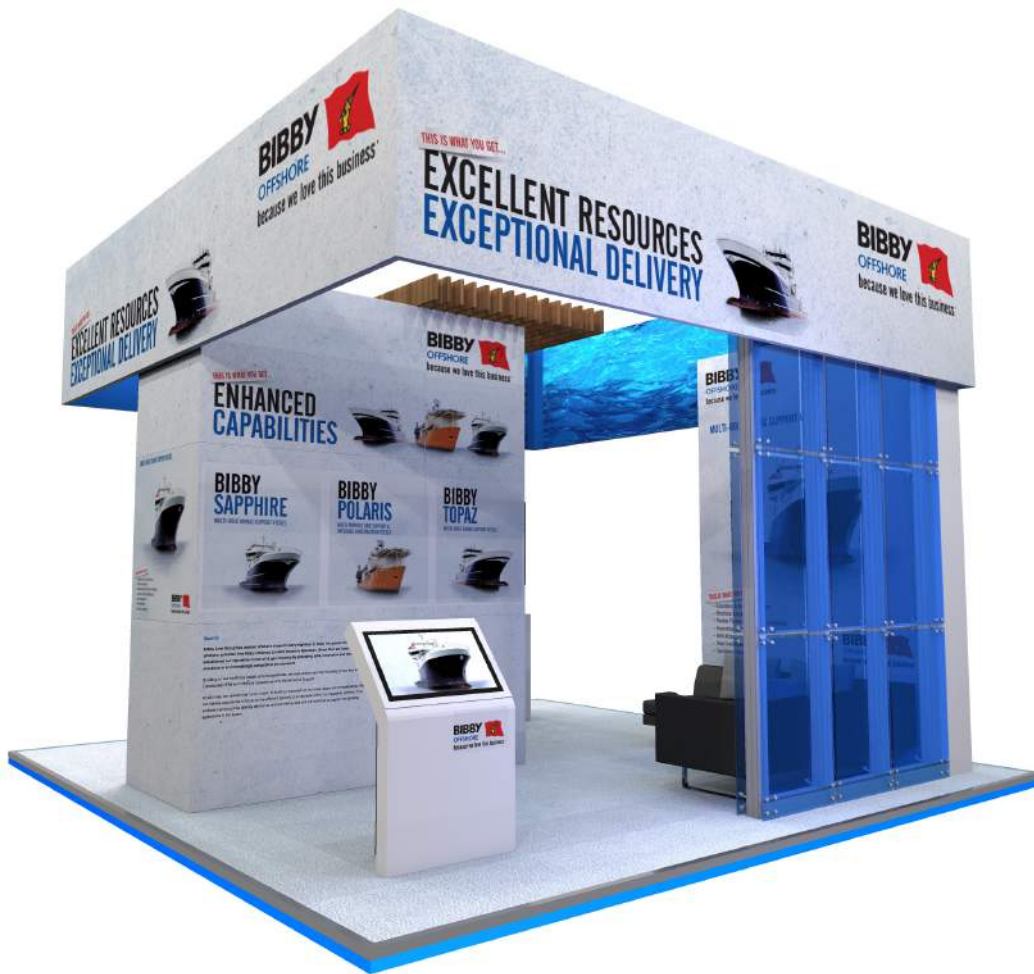
We designed a bespoke hire exhibition stand around a fun game that pitted visitors against each other in a timed challenge, one assisted by Blum products and the other without. The aim of the game was to drive home how their products can improve the lives of kitchen users.

**80% HIRE**

**20% BESPOKE**



VISITORS PLAYING THE BESPOKE GAME THAT COMBINED PHYSICAL ACTIVITY AND DIGITAL INTERACTION.



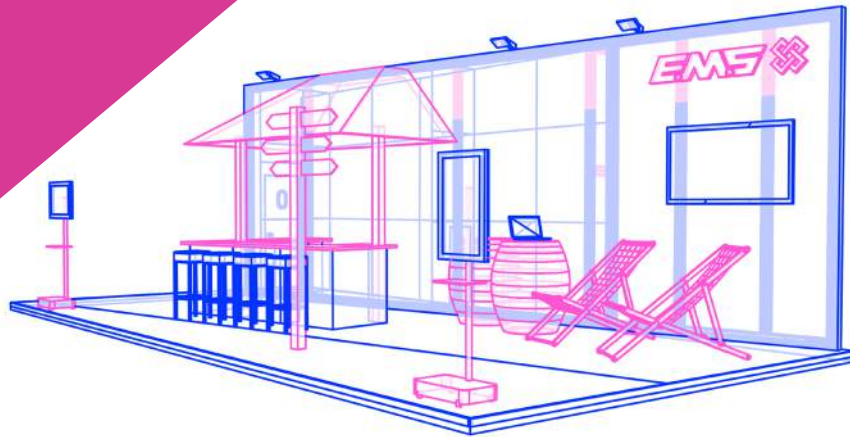
**75% HIRE**  
**25% BESPOKE**

**Oil and gas industry supplier Bibby Offshore Ltd was looking for a stand to reflect its values and educate people on the company's products.**

We created a knowledge wall, incorporating striking informative graphics and an interactive touchscreen playing educational content. We also provided a warm and inviting welcome area to engage visitors.







**80%** HIRE

**20%** BESPOKE



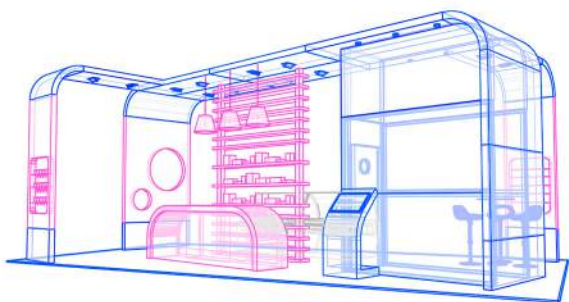
### Thinking about a themed exhibition stand?

You may have a specific theme that conveys your brand and that needs to be reflected within your stand design. Our bespoke hire exhibition stands can achieve this look with printed graphic effects and many special effect finishes that you can select in our showroom's materials hub.






**CATERLINK**



**75%** HIRE

**25%** BESPOKE

Ice cream company Caterlink came to us following a rebranding exercise, wanting a new-look stand.

Our colourful, eye-catching design featured both a physical demonstration counter and a digital touchscreen media centre, allowing visitors to engage with the company's products across multiple platforms.

# stryker®

## PURCHASE CASE STUDIES

**Leading medical technology company Stryker wanted a stand that could be adapted to showcase different parts of the business across multiple shows.**

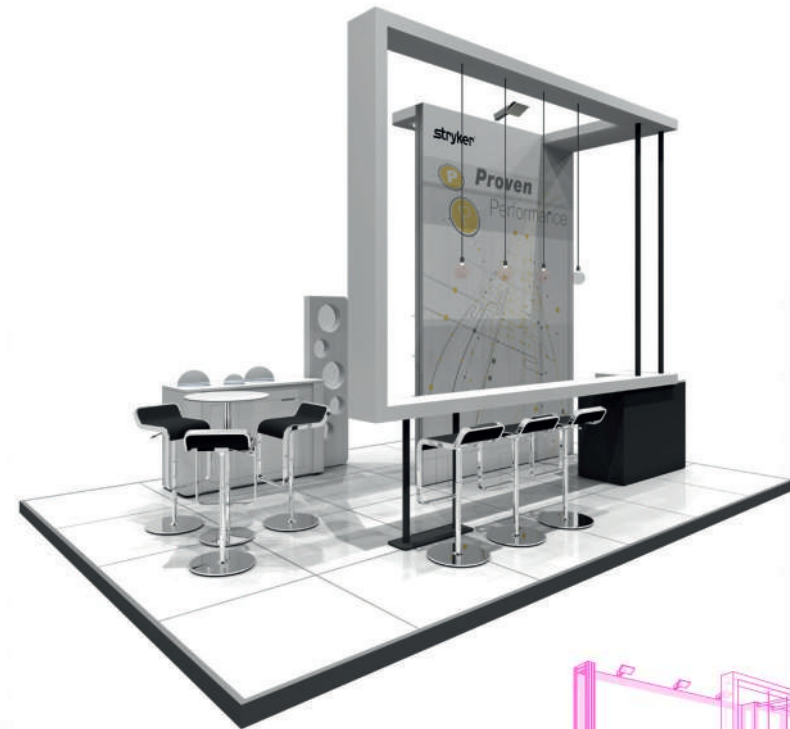
We created a design that could be scaled according to each sub brand's requirements and the floor space available.



We were able to demonstrate how our unique bespoke modular offering could be easily reconfigured to fit any stand space, delivering significant savings on redeployment.

"We have an extensive exhibition programme requiring varying degrees of stand size at each show and I needed to work with a company that totally understood the complexities of our show programme as well as our commercial considerations. Nimlok's designer created a concept that took into account our key concerns; modularity, flexibility and redeployment costs. The process was fluid from start to finish, and the communication throughout the project was spot on. Nimlok's professional service was excellent and gave me total peace of mind throughout the entire process. I look forward to working with Nimlok in the future."

**Event Manager, Stryker UK Ltd**



**100% PURCHASE + UNDERLYING MODULARITY  
= VALUE ACROSS MULTIPLE EVENTS**





RESPIREX



**Respirex is a world-leading supplier of personal protective solutions, specialising in the design and manufacture of high-performance chemical, particulate and respiratory protective clothing and specialist protective footwear.**

The company had just merged with MFC Survival and we were asked to create a contemporary exhibition stand that would accommodate both brands and present their products in a striking and professional manner. We designed a stand that was functional, eye-catching, could be easily reconfigured to various sizes and ultimately delivered a saving back to their business.

**100% PURCHASE + UNDERLYING MODULARITY = VALUE ACROSS MULTIPLE EVENTS**



## SELF-BUILD

**Want to move on from a pop-up or shell scheme but still want to build yourself?**

A modular self-build stand is both cost-effective and offers the flexibility to exhibit where and when you choose.

This particular example can be seen in our showroom and features a wide variety of modular components and accessories, whilst its graphics highlight the versatility of modular with the multiple reconfiguration layouts shown.

We also offer our customers full assembly training prior to first installation.



Watch our time-lapse build video @ <http://www.nimlok.co.uk/exhibitor-tools/timelapse-modular-exhibition-stand/>

## NIMLOK PORTABLES

**Nimlok's comprehensive range of high-quality portable displays includes pop-up displays, roller banner stands, counters and a new range of portable fabric graphic displays. All of our portable display units are printed in-house and we also offer a next day delivery service.**

Discover more online or talk to our phone support team on 0808 256 4837.

**Visit [www.nimlok.co.uk/portable-exhibition-displays](http://www.nimlok.co.uk/portable-exhibition-displays) to see the complete range.**

### POP-UPS AND BANNERS

Our curved or straight options provide a lightweight and portable solution and pack neatly in a case, which converts into a counter.



### PORTABLE FABRIC DISPLAYS

Our portable fabric displays are lightweight, easily portable and create a completely seamless display.



### COUNTERS, ACCESSORIES AND FLAGS

Our range of accessories, flags and counters can be set up easily and will enhance your presence on the show floor.



# nimlok

ENGAGING  
EXHIBITION  
STANDS

## SOME OF OUR VALUED CLIENTS

Anglian Water  
Autoglym  
Babcock  
Bibby  
BNP Paribas  
Capita  
CIPD  
CitiBank  
Halfords  
Inmarsat  
Mahle  
Miele  
Morgan Sindall  
Philips  
Rightmove  
Stryker  
Virgin Media Business

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[nimlok.co.uk](http://nimlok.co.uk)

Find us on    



Reception Brochure

### DID YOU KNOW WE ALSO OFFER BESPOKE RECEPTION AND SHOWROOM INTERIORS?



To visit Nimlok's very own reception and showroom and find out more, you can take a virtual tour online at <http://www.nimlok.co.uk/contact/showroom/>

**NIMLOK ACCREDITATIONS: ISO9001 / ISO14001  
COMPLIANT WITH ISO20121**